IN THE CLAIMS

Please amend the claims as follows:

1.   (Currently Amended) An asset management system for the management of assets, the asset management system comprising:

a master data management system to manage ~~for the management of~~ master data pertaining to objects selected from among the assets, and to associate at least one fade out indicator with the selected master data, the at least one fade out indicator to be stored with the selected master data and to be used to remove selected master data that are not accessed by a fadeout date; and

a radio-frequency identification system to enable identification of objects within the master data management system, said radio-frequency identification system comprising radio-frequency identification tags coupled to associated objects in said assets, each said radio-frequency identification tag containing detailed object information, said detailed object information comprising updated information for said associated object after performing physical maintenance or configuration directly to said associated object[[;]].

~~wherein master data is selected from object data and the selections of the master data includes at least one fade-out indicator that is stored as associated with the master data and is used to remove data that are not accessed or modified by a fadeout date.~~

2.   (Previously Presented) The asset management system as set forth in claim 1, wherein an initial version of said detailed object information is placed onto said radio-frequency identification tag by a manufacturer of said associated object.

3.   (Previously Presented) The asset management system as set forth in claim 2, wherein selections of master data are stored on the radio-frequency identification tag.

4.   (Previously Presented) The asset management system as set forth in claim 1, wherein critical object information is stored as master data in the master data management system, and wherein the critical object information comprises a subset of said detailed object information stored on said radio-frequency identification tag.

5.   (Canceled)

6.   (Previously Presented) The asset management system as set forth in claim 1, wherein the radio-frequency identification system further includes at least one of a radio-frequency transceiver, and wherein the radiofrequency transceiver is capable of receiving from and transmitting to the radio-frequency identification tag the selections of master data.

7.   (Previously Presented) The asset management system as set forth in claim 1, wherein the master data management system includes a dynamic object identification system and the dynamic object identification system includes an object criteria set, an object rule set, and an object identification system.

8.   (Previously Presented) The asset management system as set forth in claim 7, wherein the object criteria set includes variables and possible values, wherein the object rule set includes rules incorporating the variables, and the object identification system includes a globally unique identifier.

9.   (Previously Presented) The asset management system as set forth in claim 8, wherein the dynamic object identification system assembles the globally unique identifier based at least on user-determined parameters, wherein the globally unique identifier includes at least one coded segment, and wherein the at least one coded segment includes object data selected from a group consisting of at least one of a personal identification number, at least one of an external key, technical data, and administration data.

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10.   (Previously Presented) The asset management system as set forth in claim 9, wherein the user-determined parameters comprise at least one variable from the object criteria set and at least one rule from the object rule set.

11.   (Previously Presented) The asset management system as set forth in claim 9, wherein the technical data include a multilevel data storage hierarchy, wherein the personal identification number comprises a segmented series of level identification codes, and wherein the series of level identification codes relate to the multi-level data storage hierarchy.

12.   (Previously Presented) The asset management system as set forth in claim 9 wherein the administration data include contextual data.

13.   (Previously Presented) The asset management system as set forth in claim 9, wherein the globally unique identifier includes at least one fade out indicator.

14.   (Previously Presented) The asset management system as set forth in claim 13, wherein the fade out indicator includes at least one of a fade out process and at least one of a fade out endpoint.

15.   (Previously Presented) The asset management system as set forth in claim 14, wherein the fade out process includes one of passing time, using an object, and waiting for a condition to appear, and wherein the fade out endpoint includes one of attainment of a fade out date, completion of a fade out period, fulfillment of a fade out level of use, and appearance of a condition.

16.   (Currently Amended) A method of asset management, the assets including objects, the method comprising:

        storing ~~critical object~~ information about each of said <u>objects</u> ~~object~~ as master data in a master data management system<u>;</u>

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selecting master data including critical object data related to an object from among the assets;

associating at least one fade out indicator with the selected master data, the at least one fade out indicator to be used to remove the selected master data that are not accessed by a fadeout date, and

storing the associated at least one fade out indicator with the selected master data ~~detailed object information about an associated object~~ on a radio-frequency identification tag ~~coupled to said associated object, said detailed object information comprising updated information for said associated object after performing physical maintenance or configuration directly to said associated object,~~

~~wherein the detailed object information includes the critical object information and the master data includes at least one fade out indicator that is stored as associated with the master data and is used to remove data that are not accessed or modified by a fadeout date.~~

17.   (Canceled)

18.   (Previously Presented) The method as set forth in claim 16, further comprising:

updating of the at least one fade out indicator associated with the master data upon the object being subject to specific physical maintenance.

19.   (Previously Presented) The method as set forth in claim 18, wherein the at least one fade out indicator includes at least one of a fade out process and at least one of a fade out endpoint.

20.   (Currently Amended) A computer program product, tangibly embodied in an information carrier, for managing master data pertaining to objects ~~an object~~, the computer program product being operable to cause a data processing apparatus to:

store ~~critical object~~ information about each of said objects ~~object~~ as master data in a master data management system;

select master data including critical object data related to an object from among the assets;

associate at least one fade out indicator with the selected master data, the at least one fade out indicator to be used to remove the selected master data that are not accessed by a fadeout date, and

cause a radio-frequency transceiver to store the associated at least one fade out indicator with the selected master data and detailed object information about an ~~associated~~ object associated with the master data on a radio-frequency identification tag ~~coupled to said associated object~~, said detailed object information comprising updated information for said ~~associated~~ object after performing physical maintenance or configuration directly to said associated object[[,]].

~~wherein the detailed object information includes the critical object information and the master data includes at least one fade out indicator that is stored as associated with the master data and is used to remove data that are not accessed or modified by a fadeout date.~~

21.   (New) The method of claim 16, further comprising storing on the radio-frequency identification tag detailed object information comprising updated information for an object associated with the selected master data after performing physical maintenance or configuration directly to said object.